ABSTRACT OF THE DISCLOSURE

A system controller selects, from a plurality of factors, one or more factors contributing to enhance people's will to achieve results, based on their responses to questions displayed on a display device. The system controller creates base data used

5 for determining properties of the target people which are related to the selected factors, and stores the created base data in a hard disk device. Upon acquisition of the responses to the questions through the display device, the system controller determines the properties of the target people which are related to the selected factors, based on the base data stored in the hard disk device.